



# USTDA

United States Trade and Development Agency

## USTDA & AMCHAM

### PARTNERING FOR SUCCESS IN CHINA

WWW.USTDA.GOV

The U.S. Trade and Development Agency (USTDA) helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

#### USTDA Programs

USTDA promotes economic growth in emerging economies by facilitating the participation of U.S. businesses in the planning and execution of priority development projects in host countries. The Agency's objectives are to help build the infrastructure for trade, match U.S. technological expertise with overseas development needs, and help create lasting business partnerships between the United States and emerging market economies.

USTDA advances these objectives through its two key programs, the International Business Partnership Program and the Project Development Program.

USTDA's reverse trade missions (RTM) are the mainstay of its International Business Partnership Program (IBPP). Created in 2010 in response to President Obama's National Export Initiative, the IBPP is USTDA's signature program for linking the U.S. private sector to foreign buyers. These visits are carefully planned to enable foreign decision makers to meet with U.S. businesses and to observe the manufacture, and demonstration of U.S. goods and services that can help them achieve their development goals. These RTMs also include meetings with financial institutions to observe financing options and technical and regulatory bodies that can assist with strengthening the project sponsor's technical capacity.

Through feasibility studies, technical assistance and pilot projects, USTDA's Project Development Program helps overseas project sponsors identify technological solutions and various sources of financing for priority infrastructure projects.

#### Supporting American Business in China

The success of USTDA's activities in China is partly due to the public-private cooperation programs that the Agency has developed in conjunction with strategic partners, including the American Chamber of Commerce in China (AmCham China) and the American Chamber of Commerce in Shanghai (AmCham Shanghai). Since 2005, USTDA has provided funding support for AmCham China-managed programs in the areas of aviation, energy, healthcare, standards and legal advisory assistance. These programs have supported over 90 workshops and 35 study tour activities for Chinese public and private sector leaders over a broad range of sectors.

In September 2013, USTDA and AmCham Shanghai signed a memorandum of understanding (MOU) to support U.S. small- and medium-size enterprises (SMEs) looking to expand and grow their business in China, leveraging AmCham Shanghai's newly launched SME Center and SME Virtual Center. The MOU with USTDA will utilize USTDA's programs and activities to highlight some of AmCham Shanghai's programs and activities focusing on doing business in China and support U.S. SME exports and investment in China.



*USTDA Director Leocadia Zak signed a memorandum of understanding with AmCham Shanghai President Kenneth Jarrett in September 2013.*



USTDA Supports the NEI's mission as a member of the President's Export Promotion Cabinet

## U.S.-China Aviation Cooperation Program (ACP)

The U.S.-China Aviation Cooperation Program (ACP) was launched with USTDA funding support in 2004 to promote commercial, policy and technical cooperation between the U.S. and Chinese aviation sectors. ACP currently has 40 member companies and six public sector partners. Now in its 9th program phase, ACP continues to forge new partnerships and promote strong bilateral trade relations through ongoing training and technical assistance programs in the U.S. and China. U.S. member companies have attributed over \$5.4 billion in exports of U.S. manufactured goods and services to USTDA-funded activities under ACP program phases 1-6.

## U.S.-China Energy Cooperation Program (ECP)

Modeled after the successful ACP partnership, the U.S.-China Energy Cooperation Program (ECP) was launched in 2009 to leverage private sector business resources to promote commercially viable project development of clean energy and energy efficient technologies in U.S. and China. Since 2009, ECP membership has expanded to include over 44 companies and nine subsector working groups. In 2013, ECP completed a fourth successful year with additional USTDA funding provided to support a pilot project on electricity distribution data integration management and visualization.

## Standards and Conformity Assessment Cooperation Program (SCACP)

To improve bilateral dialogue and cooperation in the development of commercial standards in China, USTDA has funded three phases of the U.S.-China Standards and Conformity Assessment Cooperation Program (2006-2013). Through this program USTDA funds are matched by participating U.S. industry and standards development organizations to provide training for Chinese officials and industry representatives in the area of industrial standards policy and regulatory development. Since 2006, the program has completed 45 standards workshops in China across 8 sector and 13 subsector areas. In FY13, USTDA approved funding for a third phase of the program for an additional 20 workshops.

## U.S.-China Healthcare Cooperation Program (HCP)

In 2011, building on accomplishments of successful partnerships in aviation and energy, USTDA has again partnered with China's Ministry of Commerce and China's Ministry of Health and the U.S. Departments of Commerce and Health and Human Services to announce a new Healthcare Cooperation Program (HCP). Through HCP, partnership business resources in both the U.S. and China are leveraged to promote advanced technologies, collaboration, and sustainable development in the healthcare sector. USTDA continued to support the HCP in 2013 with the partial funding of a health information technology dashboards pilot project.

## U.S.-China Anti-Monopoly Law Program (AML)

USTDA has now funded three phases of the China Anti-Monopoly Law program to facilitate the development of transparent and due process-based competition and an antitrust system in China through workshop training and pairing of key Chinese government stakeholders with their U.S. counterparts to encourage substantive policy discourse. Fourteen AML workshops have been conducted in China since 2008, training over 820 Chinese officials. In FY13, USTDA approved funding for a third phase of the AML program for another four workshops.



### Contact USTDA

[east\\_asia@ustda.gov](mailto:east_asia@ustda.gov)  
(703) 875-4357  
[www.ustda.gov](http://www.ustda.gov)

**Geoff Jackson**  
Regional Director

**Lida Fitts**  
Country Manager

**Verinda Fike**  
Country Manager

**Xiaolei Wan**  
Projects Coordinator  
(Beijing)